

### In the Specification

Please amend the specification in the '100 patent as follows:

Column 2; Paragraph beginning Line 41

FIGS. 1 and 2 show two views of advertising sign 10, comprising a hollow, rigid and translucent unitary molded plastic advertising member 102 of substantially triangular cross section lateral to the elongated direction. This unitary construction significantly reduces the intrusion of water, which is detrimental to the illumination system. Advertising member 102 possesses two triangular end faces 108, a base 107 in the form of a generally rectangular sheet of plastic material, and two elongated, substantially rectangular side surfaces 106 which are somewhat curved to improve aerodynamic characteristics, and to which side and end surfaces advertising messages may be affixed. The molded advertising member 102 also contains four integrally molded feet 110 each of which extends below the plane of the remaining central portion of the base 107, each molded foot 110 at corresponding corner of the base 107. All edges of the molded advertising member are closed and rounded to improve aerodynamic and moisture resistance properties.

Column 2, Paragraph beginning Line 57

FIG. 1A illustrates a coated magnet assembly 126 removably affixed within a similarly-shaped, indented recess or receptacle 112 in each foot 110 via screw 128, which possesses a beveled head 132 and is threaded into metal sleeve 114. The sleeve 114 is set into a molded extension 113 through the base 107 and into the internal cavity of the advertising member 102. A flexible sleeve 130 is interposed between each magnet assembly 126 and recess 112; beveled head 132 and flexible sleeve 130 permit a nonrigid attachment of magnet assembly 126 in the corresponding

recess or receptacle 112, thus permitting the magnet assembly 126 to pivot slightly as needed to adjust for curvature of the vehicle's roof. Each magnet assembly 126 is coated with a scratch-resisting plastic material which extends across the bottom and over the edge of the assembly and is chosen to prevent both scratching of the vehicle's metallic surface and exposure of the metallic stand-off housing 134 (described below). A suitable scratch-resistant coating material is Plascoat PPA [571] 571 manufactured by Plastronics, Inc. A screw hole 127 in the coated magnet assembly 126 is recessed so that the head of screw 128 will not contact the roof of the vehicle.

Column 3, Paragraph beginning Line 33

The advertising sign 10 is removably affixed to a metallic vehicle roof 180 in such a way that the advertising sign may be read from all directions, as shown in FIG. 3. This is accomplished by placing the long axis of advertising sign 10 on the roof 180 parallel to the windshield of the vehicle. In this configuration, the slight curvature of the forward-facing side 106 substantially reduces wind resistance, and thus, the likelihood that the sign 10 will be blown from the automobile at elevated speeds. Each receptacle 112 is formed by the extension of the adjacent side 106 and the adjacent end 108 below the remaining central portion of the base 107 so as to surround the corresponding magnet assembly 126. The dimension of the feet 110 insures that the curvature of the roof does not prevent the magnets from engaging the roof 180. Alternately, the sign 10 may be placed longitudinally along the roof 180.

Column 4, Paragraph beginning Line 18

It will be understood by those skilled in the art that the advertising member 10 of the present invention and its associated storing arrangements provide numerous advantages and improvement with respect to the prior art. For example, the unitary,

enclosed construction of the sign member **10** and the curvature of the elongated signs **106** provide a large message area, while significantly reducing wind resistance relative to prior art sign structures of similar configuration. The integral, enclosed nature of the base **107** also contributes to the reduction of wind drag, while protecting the illuminating lamp assembly of **140** from moisture. The corner feet **110** further contribute to a reduction in wind drag, being integrally molded with the remainder of the body, while insuring that the advertising member **10** is capable of being supported upon the roof of vehicles having a wide range of curvature across the roof. The particular construction of the magnet assembly **126**, and the particular manner in which it is supported in the corresponding one of the feet **110** permits the advertising member **10** to be easily attached to and removed from a roof of a vehicle, again while insuring that the member **10** remains firmly attached to the roof of the vehicle during use. The particular section of scratch-resistant coating **[134]** **137** on the magnet assembly **126** protects both the magnet assembly and the vehicle roof during use.